

STATE OF NEW JERSEY
Office of the Attorney General
Department of Law and Public Safety
Division of Gaming Enforcement

Merchandising Permit Request of Allied)
Beverage Group, LLC for the ABG)
Nightclub & Bar Show on March 12, 2013)
at Harrah's Atlantic City)
(Trade Show at The Pool at Harrah's))
_____)

ORDER
PRN 0591302

Allied Beverage Group, LLC ("Allied") filed a Request (PRN 0591302) for Merchandising Permits for the ABG Nightclub & Bar Show, a trade show event during which alcoholic beverage suppliers display their products and specialty drinks to licensed alcoholic beverage retailers, to be held on March 12, 2013 from 5:00 p.m. until 9:00 p.m. at The Pool at Harrah's ("Harrah's").

The holder of a Merchandising Permit, issued pursuant to the Division of Gaming Enforcement's ("Division") authority under *N.J.A.C. 13:69I-5.2*, is authorized to gratuitously dispense samples of alcoholic beverages only to New Jersey retailers (including their bona fide employees), official alcoholic beverage industry representatives and their authorized adult guests attending the above noted merchandising show. Each permittee may also accept orders for alcoholic beverages from New Jersey licensed retailers.

Allied is the sponsor of the Merchandising Event, as well as a participant, and is not required to have a Merchandising Permit because it possesses a New Jersey Alcoholic Beverage Control ("ABC") Omnibus Permit, a copy of which has been provided to the Division. In addition, the nine (9) companies set forth as Exhibit A are also authorized to participate at the event and are not required to have a Merchandising Permit because they also possess an ABC Omnibus Permit, copies of which have been provided to the Division.

Also participating in the event are fifteen (15) permittees, identified in Exhibit B, who each seek the issuance of a merchandising permit from the Division. They do not hold an Omnibus Permit from the ABC.

Having considered the relevant provisions of the Casino Control Act, *N.J.S.A. 5:12-1.1 et seq.*, and *N.J.A.C. 13:69I-5.2*,

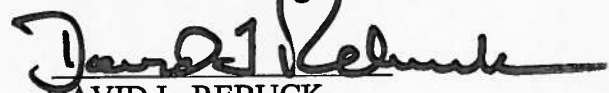
IT IS on this 11 day of March, 2013 **ORDERED** that the Request be granted and that Allied is issued permit **2013-005-MD** authorizing this event at Harrah's.

IT IS FURTHER ORDERED that those permittees identified in Exhibit B, having paid the requisite fee, be issued merchandising permits pursuant to *N.J.A.C. 13:69I-5.2* for the purpose of participating in the event conducted by Allied.

IT IS FURTHER ORDERED that this Request is granted subject to the following conditions:

1. The merchandising permits will be effective on March 12, 2013 from 5:00 p.m. until 9:00 p.m.
2. No person under the age of twenty-one (21) will be invited to attend the event and Allied, Harrah's, and the participants listed herein will insure against providing alcoholic beverages to any individual who is under the age of twenty-one (21) or who is actually or apparently intoxicated.
3. Allied and Harrah's will maintain adequate security during the event to insure the safety of guests and employees and to prevent the removal of the alcohol by unauthorized individuals.
4. Allied and Harrah's are to notify the Division of Gaming Enforcement of any material change to the event.
5. In conducting the event, Allied and the participants listed herein will comply with all requirements attendant to a merchandising permit, pursuant to *N.J.A.C. 13:69I-5.2*, and with all alcoholic beverage laws and regulations of the Division of Gaming Enforcement, and as deemed applicable, the ABC.
6. Allied is to obtain all necessary approvals from all other governmental authorities prior to conducting this event.

State of New Jersey
Division of Gaming Enforcement

A handwritten signature in dark ink, appearing to read "David L. Rebeck", written over a horizontal line.

DAVID L. REBUCK
DIRECTOR

ALLIED BEVERAGE 2013 NIGHTCLUB AND BAR SHOW
Omnibus Permits

1. **Brown Forman Corporation**
2. **Diageo Americas, Inc.**
3. **Jim Bean Brands Co.**
4. **MHW, LTD**
5. **Moet Hennessey USA, Inc.**
6. **Pernod Ricard USA, LLC**
7. **Sidney Frank Importing Co., Inc.**
8. **William Grant & Sons, Inc.**
9. **W. J. Deutsch and Sons, Ltd.**

Exhibit A

ALLIED BEVERAGE 2013 NIGHTCLUB AND BAR SHOW
Merchandising Permits

1.	Bacardi USA, Inc.	2013-006-MD
2.	Blue Agave Importers, LLP	2013-007-MD
3.	Clever Imports, LLC	2013-008-MD
4.	Heaven Hill Distilleries	2013-009-MD
5.	Infinium/Wilson Daniels	2013-010-MD
6.	Kobrand Corporation	2013-011-MD
7.	Line Brands, LLC	2013-012-MD
8.	Niche Import Co.	2013-013-MD
9.	Patron Spirits Company	2013-014-MD
10.	Proximo Spirits, Inc.	2013-015-MD
11.	Remy Cointreau USA, Inc.	2013-016-MD
12.	Savvy Distillers, L.P.	2013-017-MD
13.	Skyy Spirits, LLC	2013-018-MD
14.	Total Beverage Solution	2013-019-MD
15.	Vision Wine & Spirits, LLC	2013-020-MD